

CLAIMS

We claim:

1. A business method comprising the steps of:

monitoring one or more multimedia items accessed by a user, each multimedia item having two
5 or more disparate modalities, the disparate modalities being at least one or more visual
modalities and one or more textual modalities;

creating a visual feature vector for each of the visual modalities and a textual feature vector for
each of the textual modalities;

concatenating the visual feature vectors and the textual feature vectors into a unified feature
10 vector;

categorizing each of the multimedia items by categorizing the respective unified feature vector;
and

assembling a user profile based on the categorization.

2. A business method, as in claim 1, further comprising the step of:

15 using the user profile to match one or more multimedia items stored in one or more databases.

3. A business method, as in claim 2, where one or more of the databases are part of a computer
that is connected to one or more networks.

4. A business method, as in claim 3, where the networks include any one or more of the
following: an Internet, an intranet, an extranet, a corporate network, a government network, a
20 infrared network, and a radio frequency network.

5. A business method, as in claim 1, where the categories include any one or more of the following: a product, a service, an interest, a retail item, a hobby, a food item, an item of clothing, a travel package, a vacation destination, a financial product, a business partner, a business interest, a medical product, a commercial, and a social interest.

5 6. A business method, as in claim 1, where the category includes any one or more of the following services: consulting, legal, real estate, medical, technical, physical training, diet, cosmetic, fashion, governmental, automotive, design, architecture, personal assistants, games, on-line games of chance, dating services, and landscaping.

7. A business method comprising the steps of:

10 scanning one or more multimedia items in a database, each multimedia item having two or more disparate modalities, the disparate modalities being at least one or more visual modalities and one or more textual modalities;

creating a visual feature vector for each of the visual modalities and a textual feature vector for each of the textual modalities;

15 concatenating the visual feature vectors and the textual feature vectors into a unified feature vector;

categorizing each of the multimedia items by categorizing the respective unified feature vector; and

creating one or more indices of the database based on the categorization.

FOR THE EVIDENCE

8. A business method, as in claim 7, where the database resides on any one or more of the following: a network server, a web site, a personal computer, a server farm, and a network disk array.

9. A business method, as in claim 7, further comprising the step of:

5 making a business decision based on the classifications.

10. A business method, as in claim 9, where the categorization is used to organize a collection of the multimedia items into a database where the multimedia items are retrievable based on an annotation of the classification.

11. A business method, as in claim 10, where the multimedia items that are retrieved are used as
10 a response to a query of a search engine.

12. A business method, as in claim 9, where the multimedia item is a multimedia e-mail and the multimedia e-mail is routed based on one or more of the categories assigned to the multimedia e-mail.

13. A business method, as in claim 12, where the multimedia e-mail is routed to any one or more
15 of the following: a sender, a folder, a person, a personal folder, a corporate folder, and a corporate department.

14. A business method, as in claim 13, where the multimedia e-mail is multiplied before being routed.

15. A business method comprising the steps of:

18. A business method, as in claim 16, where the digital multimedia copies are accessible over the Internet.

19. A business method, as in claim 15, where the comparison indicates a degree of similarity and the decision is that the multimedia item contains a known content.

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